Business Web Page Design

Levels: Grades 10-12
Units of Credit: 0.50
CIP Code: 52.0254
Core Code: 32-02-00-00-280
Prerequisite: Computer Technology
Skill Test: # 254

COURSE DESCRIPTION

This semester course provides students with a major emphasis on the principles and design of a website as well as advanced Internet skills. HTML, Web publishing and graphic editing software will be used to design, create, format, and edit web pages.

CORE STANDARDS, OBJECTIVES, AND INDICATORS

STANDARD 1
The student will demonstrate a basic knowledge of the Internet and the tools used to access information. (Suggested time proportion: 10%)

 Objective 1: Review basic Internet concepts, including the World Wide Web (WWW), browsers, FTP, URL, and domains.

 Objective 2: Acquire Internet vocabulary, including the basic Internet terms found in the vocabulary list on the USOE website under "Teacher Helps."

 Objective 3: Explore the appropriate use and netiquette of social media, as well as the impact of Facebook, Twitter, blogs, etc.

 Objective 4: Review different types and purposes of websites on the Internet; explain the differences between information, commercial, education, personal, and portal websites.

 Objective 5: Investigate web design resources on the Internet, including shareware and freeware software, hexadecimal charts, tutorials, free graphic sites, commercial trial basis software, etc.

 Objective 6: Understand safety, ethical, and copyright issues related to Internet use.
  a. Adhere to an Acceptable Use Policy.
  b. Demonstrate the ability to comply with copyright law on assignments and projects.
 (Integrated – use throughout course)

STANDARD 2
The student will use HTML to create Web pages. (Suggested time proportion: 35%)

 Objective 1: Use a variety of html tags to create a web page.
  a. Create paragraphs, line breaks, horizontal rules, ordered and unordered lists, forms, and tables.
  b. Use headings and font attributes.
  c. Create hyperlinks and e-mail links.

       d.   Insert images and include attributes such as alt, vspace and hspace, size, align, etc.

       e.   Use colors to change backgrounds, texts, and links.

       f.   Apply images as backgrounds.

Objective 2: Identify various web development languages, and discuss the differences and similarities between xhtml, java, ajax, php, asp, pearl, etc. (A helpful website is www.w3schools.com.)

STANDARD 3
The student will plan and design a website/web page using design principles. (Suggested time proportion: 5%)

Objective 1: Explore and understand effective web development and design principles, including the use of color, white space, font styles, viewing patterns, background images, balance, etc.

Objective 2: Determine the purpose, goals, and target audience.

Objective 3: Design a storyboard or sketch of the site elements.

       a.   Create an appropriate layout of text, graphics, multimedia, links, etc.

       b.   Plan the layout incorporating consistency, readability, proportion, navigation, etc.

Objective 4: Understand file types and filename extensions, and be able to use proper naming conventions and file structure.

Objective 5: Proofread, find, and correct spelling and grammatical errors.

STANDARD 4
The student will use web design software to create attractive websites/web pages. (Suggested time proportion: 35%)

Objective 1: Learn the software-specific commands to create a web page.

       a.   Create paragraphs, line breaks, horizontal rules, ordered and unordered lists, forms, and tables.

       b.   Use headings and font attributes.

       c.   Create hyperlinks and e-mail links.

       d.   Insert images and include attributes (such as alt, vspace and hspace, size, align, etc).

       e.   Use colors to change backgrounds, texts, and links.

Objective 2: Modify page properties by editing background, font, styles, colors, and links.

Objective 3: Create and save a document for use on your web page by linking a web page to one or more of the following: a Word, PDF, Excel or PowerPoint document.

Objective 4: Create a website using CSS and/or templates.

Objective 5: Post and/or understand how to post a website on the Internet.

STANDARD 5
The student will create and prepare images to integrate with website designs, using image software such as Fireworks, Photoshop, Picasa, Paint, etc. (Suggested time proportion: 15%)

Objective 1: Open, edit, and save an image for effective use on your website.

a. Crop and resize various images.
b. Add a border and/or drop shadow to an image or text.
c. Optimize an image (resize and change resolution for optimal load time).
d. Enhance an image to improve photo quality (red eye, autocolor, etc.).

Objective 2: Create buttons or navigation bar.

Objective 3: Design a logo or banner to incorporate into a Web page.

Objective 4: Optional: Use a scanner or digital camera to incorporate photos into a Web page.